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THE RICHARD STOCKTON COLLEGE OF NEW JERSEY

Honorable Frank A. LoBiondo  
United States House of Representatives  
2427 Rayburn House Office Building  
Washington, D.C. 20515-3002

February 25, 2009

Dear Congressman LoBiondo,

In support of the goal of Healthy NJ 2010 to raise the percentage to 35% of adults who eat well and exercise regularly, The Richard Stockton College of New Jersey requests a Congressional Appropriations for *A Socio-Ecological Community Action Model to Reduce Obesity and Increase Physical Activity in Galloway and Egg Harbor Townships, Atlantic County, New Jersey*. It follows the New Jersey Obesity Prevention Action Plan which encourages partnerships among local and county governments, schools, businesses, neighborhoods, and community organizations to create healthier environments that encourage better nutrition and physical activity. Specific goals include increasing workplace activity and decreasing disparities in obesity in minority and low income populations.

The project will have direct benefits for adult wellness, as well as contribute over the long-term to health care in southern New Jersey. The goal of this study is to use the socio-ecological based, Active Living Design Community Action Model to work with local government, health care providers, businesses, senior citizen and wellness centers to improve adult wellness in 10% of the households in Galloway and Egg Harbor Townships. A policy consideration for overweight and obese adults is the medical cost of associated conditions such as heart disease, adult onset diabetes, and stroke over a lifetime. As overweight/obese adults age, they incur medical costs significantly higher than their healthy counterparts in the same age groups. An example of a proactive policy intervention is the use of cost subsidies for membership in wellness programs and fitness centers as a strategy that may reduce lifetime medical costs of overweight and obese adults.

Our request is for \$180,000 to cover the following: \$20,000 for core costs for leadership team of community leaders to study community health data and interventions, identify gaps and create long-term intervention plan; \$141,200 for salaries of community and college coordinators and researchers; \$40,000 for assistive and portable nutritional devices; \$32,500 for outreach and marketing materials, planning and training sessions and \$40,000 for assessment tools and software.

One-year funding is sought to begin the study in southern New Jersey. Attached is the Appropriations Request Form we sent to our NJ senators. I appreciate your consideration and intercession on our behalf.

Sincerely,

A handwritten signature in dark ink, appearing to read "H. Saatkamp, Jr.", is written over a horizontal line.

Dr. Herman J. Saatkamp, Jr.  
President

C: Provost Carr, Dean Curry, Ms. Beth Olsen